## **ORDER**

8 NEWS NOW

Orders Order / Rev: 36771

Alt Order #: 08833146

Product Desc: HOUSE MAJORITY PAC

Estimate: 1428

Flight Dates: 09/18/12 - 10/01/12

Original Date / Rev: 07/26/12 / 07/26/12

Order Type: GENERAL

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Name: Waterfront Strategies

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle:

Agency Commission:

EOM/EOC

00:15:00

15%

Advertiser

Name: House Majority PAC

Demographic: A35+

Product Codes: PO4
Priority: LV1

Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	31	\$63,200.00	\$53,720.00
10/01/12	10/01/12	1	\$1,300.00	\$1,105.00

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$63,200.00	\$53,720.00	0.00
October 2012	1	\$1,300.00	\$1,105.00	0.00
Totals	32	\$64,500.00	\$54,825.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$64,500.00
Market	100%	\$215,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$53,750.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$10,750.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/18/12	09/28/12	8 News Now 5a M	-F CM	5-6a	-TWTF	:30	1	\$800.00LV1	0.00 NM	2	\$1,600.00
				8 News Now 5a N	1-F								
	8 NEWS	S NOW @	5A										
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	leek: 09/	17/12	09/23/12	-TWTF	1	\$800.00	0.00						
V	leek: 09/	24/12	09/30/12	-TWTF	1	\$800.00	0.00						

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KLAS

Order / Rev:

36771

Advertiser:

House Majority PAC

Alt Order #:

08833146

Product Desc:

HOUSE MAJORITY PAC

Flight Dates:

09/18/12 - 10/01/12

Estimate:

1428

-										
Ln Ch Star	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
E 2 8 09/18	/12 09/28/12			6-7a	-TWTF	:30	1 \$900.00LV1	0.00 NM	2	\$1,800.00
8 NEWS NOW	@ 6A	8 News Now 6a l	W-F							
Start Date	-	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	-TWTF -TWTF	1	\$900.00	0.00					
	/12 09/28/12		1 7-9a CM	\$900.00 7-9a	0.00 -TWTF	:30	1 \$800.00LV1	0.00 NM	2	\$1,600.00
2 0 0 00/10	12 00/20/12	CBS This Mornin		7- <b>5</b> 0		.50	1 \$000.00241	0.00 14141		\$1,000.00
CBS THIS MO								ľ		
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TwTF	Spots/Week	<u>Rate</u> \$800.00	<u>Rating</u> 0.00					
Week: 09/24/12	09/30/12	-TWTF	<u>i</u>	\$800.00	0.00					
E 4 8 09/22	/12 09/22/12	CBS Early Show		5-7a	S-	:30	1 \$450.00LV1	0.00 NM	0	\$0.00
SAT EARLY SI	10/W	CBS Early Show	- Sat.							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17/12	09/23/12	S-	1	\$450.00	0.00					
<u>Spot</u> <u>Ch</u> <u>Date F</u> 1 8 09/17/		<u>Description</u> CBS Early Show - S		/End Time	-	<u>Neekdays</u> Sa		Rtg Type		
See MG 6		DO Lany Onow - C	Jai. 0-14			Ju	.00 (0400.00)	0.00 /////		
[due n/a u	pon entry (DA	·)]								
E 5 8 09/23	/12 09/23/12	CBS News Sunda	•	CBS Sunday	y MorniS	:30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00
CBS NEWS S	INDAY MOR	CBS News Sund	ay Morning							
Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/17/12	09/23/12	S		\$1,500.00	0.00					
E 6 8 09/30	/12 09/30/12	8 News Now Sun		8 News Now	Sun AS	:30	1 \$1,500.00LV1	0.00 NM	2	\$7,550.00
8 NEWS NOW	SUNDAY MO	8 News Now Sur DRNING #2	1 AIVI #2							
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/24/12	09/30/12	S		\$1,500.00 <u>I/End Time</u>	0.00	Weekdavs	Length Rate	Rtg Type		
Spot Ch Date F		<u>Description</u> 3 News Now Sun A		ews Now Sun	•	<b>-</b> Sı				
See MG 6	-									
•	pon entry (DA	N)] Sat Prime Special	8-10	'n		<b>-</b> -sa	- :30 \$3,775.00	0.00 NM		
	.1,20.3,20.1,1	•	0-10	P		Ju	.00 00,770.00			
-		Sat Prime Special	8-10	p		sa	- :30 \$3,775.00	0.00 NM		
MG for 19	.1,20.3,20.1,1	9.2,4.1,6.1								
E 7 8 09/24	/12 09/24/12	Live w/Kelly	СМ	9-10a	M	:30	1 \$750.00LV1	0.00 NM	1	\$750.00
LIVE WITH KE	:IIY	Live With Regis	& Kelly							
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/24/12	09/30/12	M	1		0.00					
E 8 8 09/18	/12 09/28/12	•	СМ	10-11a	-TWTF	:30	1 \$2,500.00LV1	0.00 NM	2	\$5,000.00
PRICE IS RIG	НТ	Price Is Right								
Start Date		Weekdays	Spots/Week		Rating					
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	-TWTF -TWTF		\$2,500.00 \$2,500.00	0.00 0.00					
	/12 09/21/12			12-1230p	-TWTF	:30	1 \$750.00LV1	0.00 NM	1	\$750.00
		8 News Now No		•					1	
NOON NEWS		Monkdows	SpotsAMook	Date	Rating				i	
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TwTF	Spots/Week 1	<u>Rate</u> \$750.00	0.00				1	
	/12 09/23/12	•		530-6p		30	1 \$550.00LV1	0.00 NM	1	\$550.00
וגומותר בתידי	ON	Inside Edition W	'knd						1	
INSIDE EDITI Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating				1	
Week: 09/17/12	09/23/12	S	1	\$550.00	0.00					<b>A.</b> .a= ==
E11 8 09/18	3/12 09/21/12	2	CM	4-5p	-TWTF	- :30	1 \$1,100.00LV1	0.00 NM	1	\$1,100.00

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**KLAS** 

Order / Rev:

36771

Advertis

Advertiser:

House Majority PAC

Alt Order #: Flight Dates:

08833146

**Product Desc:** 

HOUSE MAJORITY PAC

Dates: 09/18/12 - 10/01/12

Estimate:

1428

Ln Ch Start	End Inventory (		Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type Spots	Amount
	8 News Nov 8 News Nov	•	-					
8 NEWS NOW @	4P & 430P						•	
<u>Start Date</u> Week: 09/17/12	End Date Weekdays 09/23/12 -TWTF		Rate \$1,100.00	Rating 0.00				
E12 8 09/24/12	09/24/12 8 News Nov 8 News Nov	•	4-5p	M	:30	1 \$1,100.00LV1	0.00 NM 1	\$1,100.00
8 NEWS NOW @		w 4p W-1						
	End Date Weekdays 09/30/12 M		Rate \$1,100.00	Rating 0.00				
E13 8 09/18/12		v 5-630p M-FCM	5-630p	-TWTF	:30	1 \$1,300.00LV1	0.00 NM 2	\$2,600.00
8 NEWS NOW @		w 5-630p M-F						
=	End Date Weekdays		<u>Rate</u>	Rating				
	09/23/12 -TWTF 09/30/12 -TWTF		\$1,300.00 \$1,300.00	0.00 0.00				
	09/28/12 630-7p Insid		630-7p	-TWTF	:30	2 \$1,200.00LV1	0.00 NM 4	\$4,800.00
	Inside Edition							
INSIDE EDITION	Frai Data 18/aakdays	Cmata (Mook	Poto	Rating				
	End Date Weekdays 09/23/12 -TWTF		<u>Rate</u> \$1,200.00	0.00				
Week: 09/24/12	09/30/12 -TWTF		\$1,200.00	0.00				
E15 8 10/01/12	10/01/12 630-7p Inside		630-7p	M	:30	1 \$1,300.00LV1	0.00 NM 1	\$1,300.00
INSIDE EDITION	Inside Editi	Off						
	End Date Weekdays		Rate	Rating				
Week: 10/01/12	10/07/12 M		\$1,300.00	0.00	:30	1 \$7,500.00LV1	0.00 NM 1	\$7,500.00
E 16 8 09/20/12	09/20/12 Thu 10-11p Person Of I	CM nterest	10-11p	T	.30	1 \$7,500.00EV1	0.00 14101	\$7,500.00
PERSON OF INT								
	End Date Weekdays 09/23/12T	<u>Spots/Week</u> 1	·	Rating 0.00				
Week: 09/17/12 E 17 8 09/27/12	09/23/12 Thu 10-11p	CM	10-11p	T	:30	1 \$7,500.00LV1	0.00 NM 1	\$7,500.00
	Elementary		·					
ELEMENTARY Start Data	End Date Weekdays	s Spots/Week	Rate	Rating				
<u>Start Date</u> Week: 09/24/12	End Date Weekdays 09/30/12T	<u> </u>	. —	0.00				
E 18 8 09/23/12	9 09/23/12 Sun 10-11p		10-11p	s	:30	1 \$9,500.00LV1	0.00 NM 1	\$9,500.00
THE MENTALIST	The Mental	ist						
	End Date Weekdays	Spots/Week	Rate	Rating				
Week: 09/17/12	09/23/12S		\$9,500.00	0.00				00 000 00
E 19 8 09/18/12	2 09/28/12 8 News Nov 8 News No		11-1135p	<del>-</del> TWTF	:30	2 \$1,900.00LV1	0.00 NM 2	\$3,800.00
8 NEWS NOW @		W 11P W-1						
	End Date Weekday		· —	Rating				
Week: 09/17/12 Spot <u>Ch</u> Date Rai	09/23/12 -TWTF		\$1,900.00 t/End Time	0.00 V	Veekdays	Length Rate	Rtq Type	
	-09/23/12 8 News Now		1135p	=	TWThF	:30 <del>(\$1,900.00)</del>	0.00 NM	
See MG 6.2								
· ·	n entry (DA)] -09/23/12 8 News Now :	11p M-F 11-	1135p	-	-TWThF	:30 <del>(\$1,900.00</del> ,	0.00 NM	
See MG 6.2	6.3	-	÷			·		
[due n/a upo Week: 09/24/12	n entry (DA)] 09/30/12 -TWTF	2	\$1,900.00	0.00			1	
	2 09/30/12 8 News Nov		11-1135P	SS	:30	2 \$900.00LV1	0.00 NM 2	\$1,800.00
	8 News No	w Sa/Su 11p						
8 NEWS NOW @ Start Date	) 11P <u>End Date</u> <u>Weekday</u>	s Spots/Week	Rate	Rating				
Week: 09/17/12	09/23/12SS			0.00				

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Totals

32

\$64,500.00

 Order / Rev:
 36771
 Advertiser:
 House Majority PAC

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 08833146
 Product Desc:
 HOUSE MAJORITY PAC
 KLAS

 Flight Dates:
 09/18/12 - 10/01/12
 Estimate:
 1428

Ln C	Ch	Start	End	Inventory Code	e Breal	Start/End	l Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 20	8 (	09/22/12	09/30/12	8 News Now 11	p Sa/SuCM	11-1135P		·SS :30	2	\$900.00LV1	0.00 NM	2	\$1,800.00
				8 News Now Sa	/Su 11p								
18	NEWS	MOW @	11P										
	Start	Date I	End Date	<b>Weekdays</b>	Spots/Weel	<u>Rate</u>	Rating						
Wee	k: 09/17	7/12 (	09/23/12	SS		2 \$900.00	0.00						
<b>Spot</b>	<u>Ch</u> [	ate Rang	ge <u>D</u>	<u>escription</u>	<u>Sta</u>	rt/End Time		<u>Weekday</u>	s <u>Len</u> g	<u>ith Rate</u>	Rtg Type		
1	80	9/17/12-0	09/23/128	News Now 11p	Sa/Su 11-	1135P		S	aSu :	30 <del>(\$900.00)</del>	0.00 <i>NM</i>		
	See i	MG 6.2,6	.3										
	[due	n/a upon	entry (DA)	)]									
Wee	k: 09/24	V12 (	09/30/12	<b>-</b> SS	:	2 \$900.00	0.00						
Spot	Ch D	ate Rang	<u>je D</u>	<u>escription</u>	<u>Sta</u>	rt/End Time		Weekday	s <u>Len</u> g	<u>th</u> Rate	Rtg Type		
3	80	9/24/12-0	09/30/12 8	News Now 11p	Sa/Su 11-	1135P		S	aSu :	30 <del>(\$900.00)</del>	0.00 <i>NM</i>		
	See	MG 6.2,6	.3										
	[due	n/a upon	entry (DA)	)]									
E 21	8 (	9/18/12	09/28/12	7-8p Rotator	CM	7-8p	-TWTF	:30	1 5	1,200.00LV1	0.00 NM	2	\$2,400.00
			• • • • • • • • • • • • • • • • • • • •	7-8p Rotator						,			. ,
ET	T/INSID	ER											
	Start	Date 8	End Date	Weekdays	Spots/Weel	<u>Rate</u>	Rating						
Wee	k: 09/17		09/23/12	-TWTF	-	\$1,200.00	0.00						
	k: 09/24		09/30/12	-TWTF		1 \$1,200.00	0.00						